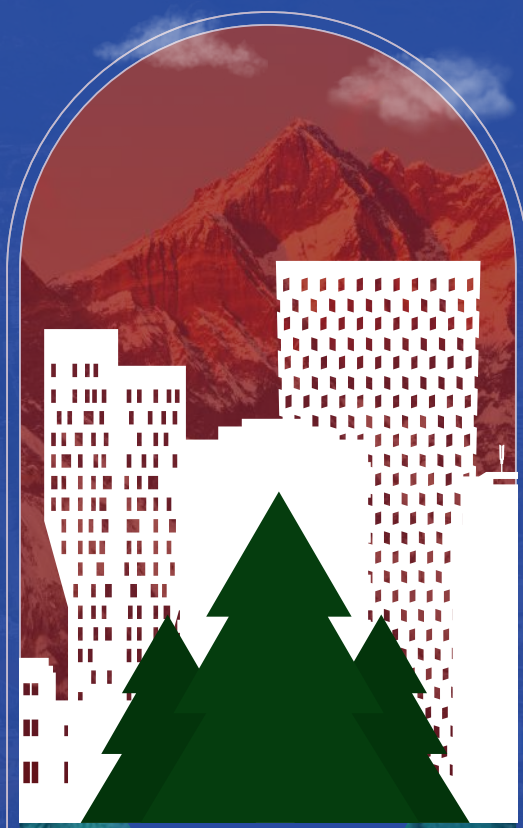


NEWSLETTER



TENZ TEN CON

01.

PROMOTIONAL CAMPAIGN
OF ALBANIAN PRODUCTS
"MADE IN ALBANIA"

02.

ACCESS TO FINANCE
(A2F), UNIQUE PLATFORM
FOR BUSINESS FINANCING

03.

STRATEGIC AND FOREIGN
INVESTMENTS IN ALBANIA

04.

SME AND PROJECTS
ACTIVITIES AND MEETINGS

05.

EXECUTIVE DIRECTOR
MEETINGS

06.

PUBLICATIONS

THE ALBANIAN INVESTMENT DEVELOPMENT AGENCY PUBLISHES THE CLOSING ISSUE OF THE NEWSLETTER FOR THE YEAR 2023, FOR THE PERIOD OCTOBER - DECEMBER

Publishing a quarterly periodical has now become a tradition for the Agency. Each year, AIDA publishes 4 issues of the newsletter, packed with valuable information for the audience, groups of interest, businesses, and the general public. The magazine is designed in the format of an electronic newsletter, divided into several sections that cover events, meetings, webinars, information sessions (aka: info day), door-to-door, aftercare, training, visits, forums, fairs, collaborations, editorials and publications, updated important entrepreneurship information, initiatives or significant campaigns that AIDA undertakes.



Each of the issues of the e-journal is both a documentation that summarizes the activities carried over the 3 months and a source of information, that reflects the consolidated profile of AIDA and the areas where the Agency focuses on. AIDA operates to strengthen the economic development of the country, especially by supporting the local producers and their products. To promote economic diplomacy, the Agency attaches great attention to the expansion of cooperation with partners and strategic countries, not only by engaging with institutions that focus on investments but also by being continuously present in events aimed at promoting Albania in different areas.

Professional support and assistance of foreign investors are paramount to the Agency. In addition to attracting direct investments in our country, AIDA undertakes initiatives to enhance the competitiveness of Small and Medium Enterprises (SMEs), develop the private sector, improve the business climate, promote and assist exports of goods and services, via cooperation with foreign trade entities and state bodies.


To support local businesses and 'Made in Albania' products, AIDA continues the 'E Dua Shqip' promotional campaign.

The Albanian Investment Development Agency believes in a proactive approach. Supporting Albania's economic interests is primary for the Agency - as are attracting foreign investments; promoting the country as a unique and sustainable tourist destination and as a trusted trade partner for foreign investments in sectors with potential, such as: energy, tourism, infrastructure, agriculture, etc. and encouraging products and services of the Albanian brand.

FOR THE LATEST NEWS ON THE ALBANIAN INVESTMENT DEVELOPMENT AGENCY PLEASE VISIT:

 [aida_albania](#)  [AIDA - Albanian Investment Development Agency](#)

 info@aida.gov.al  aida.gov.al  +355 (0)42 251 001  [investinalbania](#)

 [AIDA - Albanian Investment Development Agency](#)

"MADE IN ALBANIA" CAMPAIGN IN SUPPORT OF ALBANIAN BUSINESSES AND PRODUCTS

As a central point for entrepreneurship, AIDA is always supportive of Albanian producers, who are increasingly adding products under the brand "Made in Albania", offering to the domestic and foreign markets our traditional qualities and values. "Made in Albania", is a promotional campaign planned and run by the Albanian Investment Development Agency.

Made in Albania is the promotional campaign of the Albanian Investment Development Agency/AIDA in support of Albanian businesses and "Made in Albania" products.

//

**Our goal is to know, choose, and love
Albanian products every day - to revive
handicrafts, authentic and unique products,
to ensemble every piece that forms the
history of Albania and its values.**

• rrënjët janë të rëndësishme •

This initiative aims to create a more complete and comprehensive catalog. If you have a business, or if you are an artisan and produce goods with your own hands, looking for a way to display and turn your products into a "tourist attraction", send us the description and photos of the product. Because, we at AIDA, strongly believe that roots are important. If you want to be part of this campaign, contact us at: info@aida.gov.al or call: 04 225 1001.



ACCESS TO FINANCE (A2F), UNIQUE PLATFORM FOR BUSINESS FINANCING

The Albanian Investment Development Agency maintains and updates the platform "Access to Finance" with new financial programs, providing the latest information on opportunities and financial resources for SMEs in Albania.

AIDA ensures, that all calls announced on the platform <https://aida-smefinance.gov.al/> contain essential data, while thoroughly conveying information, to guarantee a successful application and thus to fulfill the mission of supporting local business.



INNOBUYER PROJECT

The Albanian Investment Development Agency informed you that the EU-funded project InnoBuyer is inviting small and medium enterprises (SMEs) to applied for Call for Solvers, to co-develop pilots with public organizations (Challengers).



EU4INNOVATION PROJECT

The Albanian Investment Development Agency (AIDA) informed all interested parties about the new financial scheme, in the framework of supporting micro, small, and medium enterprises.

EU4INNOVATION Challenge Fund – First Call for Proposals was published on the "Access to Finance" platform.



CREATIVE EUROPE PROGRAM

AIDA informed about the "Creative Europe", a program of the European Commission designed to support cultural diversity and to promote the competitiveness of the cultural and creative sectors during the years 2021-2027. The program will support approximately 250,000 artists, cultural and audiovisual professionals, as well as public and private organizations, that exercise their activity in the fields of performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage and video games industry



STRATEGIC AND FOREIGN INVESTMENTS IN ALBANIA



AIDA VISITED THE "VEGA SOLAR" COMPANY

AIDA has continued the campaign of meetings with businesses within the further development of Aftercare services, emphasizing the importance they have in creating a favorable climate for the growth and expansion of investments at the local level.

In this context, the staff of the Investment and Aftercare sector visited the "Vega Solar" company, with joint German-Albanian capital. This company has been operating for more than 5 years in the renewable energy sector, with a focus on photovoltaic panels, and has about 120 employees.



AIDA CONDUCTED A VISIT TO THE "FORM INTERNATIONAL SERAMIKSANI" COMPANY

The Albanian Investment Development Agency (AIDA), represented by the staff of the Investment & Aftercare sector, has continued the campaign of meetings with businesses in the framework of the further development of Aftercare services, emphasizing the importance they have in creating a climate favorable for the growth and expansion of investments at the local level.

In this context, the AIDA staff visited the company "Form International", part of the group of Turkish origin, Seramiksani. This company has been operating in the building materials sector for 7 years now.



THE AFTERCARE SERVICE AT AIDA CONDUCTED A VISIT TO THE "FORSCHNER ALBANIA" COMPANY

The Albanian Investment Development Agency (AIDA) has concluded the campaign of visits to the Aftercare services, in businesses with German capital, with the visit to the "Forschner Albania" company.

The "Forschner Albania" company with 100% German capital is part of the "Forschner Magnetsysteme GmbH" company. This company has been operating in our country for 9 years now in the automotive industry sector and has around 850 employees in 3 different production factories.





AIDA VISITED THE "RÖFIX LTD" COMPANY

The Albanian Investment Development Agency (AIDA), represented by the staff of the Investment and Aftercare sector, has continued the campaign of meetings with businesses in the framework of the further development of Aftercare services, emphasizing the importance they have in creating a climate favorable for the growth and expansion of investments at the local level.

In this context, the AIDA staff visited the company "Röfix Ltd", part of the group of German origin, FIXIT Gruppe. This company operates in the construction sector, in the municipality of Kruje and has about 20 employees.



AFTERCARE SERVICE AT AIDA CONCLUDED THE MEETINGS FOR 2023, AT COMPANIES WITH ITALIAN CAPITAL

On December 14 and 15, the Aftercare service at AIDA concluded the meetings for 2023, at companies with Italian capital: AGIC, Software Engineering, Mabel International, Duferco, and Rework Ltd, which develop activity in sectors such as ICT-BPO, energy, electronics and automotive.

Visits to businesses are aimed at getting to know the activities they perform, the number of employees, the problems they may encounter during the implementation of the relevant projects, as well as the suggestions they may have for support from institutions.



SUCCESS STORIES



GREEN COAST

NEW BORN

SAN PIETRO

SME AND PROJECTS

ACTIVITIES AND MEETINGS

AIDA, IN COOPERATION WITH SIPPO, CONDUCTED VISITS TO THE PREMISES OF COMPANIES PARTICIPATING IN THE "ISPO MUNICH 2023" INTERNATIONAL FAIR.



The Albanian Investment Development Agency (AIDA), within the framework of participation in the fair "ISPO Munich 2023" and to support companies and highlight their needs, in cooperation with the Swiss Import Promotion Program (SIPPO), carried out on 4-6 October, at the premises of the five companies that will be participating in the Albanian stand organized for the first time by AIDA.

The focus of these meetings was advising on company marketing, how to approach new export markets, as well as establishing relationships with potential partners at the fair.

The five companies, which will be part of the Albanian stand, are: "MILE-GE-H", "Ionian Konfeksion", "Silvana Sh", "DBS Group" and "OLA1".

AIDA ORGANIZED THE PARTICIPATION OF THE ALBANIAN COMPANIES AT THE INTERNATIONAL FAIR "ISPO MUNICH 2023"



The Albanian Investment Development Agency (AIDA), in cooperation with the Swiss Import Promotion Program Albania (SIPPO) and the Association "Pro Export Albania", organized the participation of five Albanian companies in the fair "ISPO Munich 2023", which took place on the 28 - 30 November 2023, in Munich, Germany.

During the three days of the fair, Albanian companies from the sports clothing and textiles sector, namely "DBS Group", "Ionian Konfeksion", "Mi-Le-Ge-H", "All Brothers" and "Ola1" exhibited and promoted their products at the stand of Albania.

AIDA PARTICIPATED IN ENERGY WEEK WESTERN BALKANS, MONTENEGRO



On October 18-19th, 2023, AIDA staff participated in the Energy Week Western Balkans, organized by Invest In Network in Tivat, Montenegro. The common denominator of this conference was energy transition and decarbonization.

In this event, the need for joint commitment, is related to the full transition to renewable energy, taking into account energy efficiency and uninterrupted electricity supply.

ROUNDTABLE WITH ACTORS OF THE FRUIT-VEGETABLE SECTOR



On November 8, 2023, at the premises of AIDA, a roundtable was held with the actors of the fruit and vegetable sector, with the theme "Challenges and identification of the needs of the sector"

This activity, organized by AIDA, brought together representatives from the Ministry of Finances and Economy, Ministry of Agriculture and Rural Development, Agricultural University of Tirana, Albanian Agribusiness Council, Tirana Chamber of Commerce and Industry, GIZ Albania, Risi Albania, Creative Business Solution (CBS), SIPPO Albania, International Training Center, General Directorate of Industrial Property, Bioinspecta as well as representatives of businesses in this sector.

The participants discussed the needs of the sector, related to the cooperation between actors and interest groups, the collective grouping of farmers, ensuring the quality and standards of products, the mechanization of tools, awareness of certifications, ensuring export credit, and increasing exports of agricultural products. fruits and vegetables, the dedication of grants for the support of this sector, the promotion of companies of this sector for participation in national and international fairs, etc.

Also, suggestions were given to improve cooperation and coordination between the parties and all actors of the ecosystem, so that the benefits that this sector brings are as functional as possible and to the benefit of all parties.

AIDA IN COOPERATION WITH THE INTERNATIONAL TRADE CENTER (ITC) AND SIPPO ALBANIA COMMENCED THE PREPARATIONS FOR THE BIOFACH 2024 FAIR



Within the framework of Albania's participation with a stand in one of the most important fairs of organic food and aromatic and medicinal plants, BIOFACH 2024, AIDA in cooperation with the International Trade Center (ITC) and SIPPO Albania take the first steps in preparation with the participating companies today in the AIDA's premises. The fair will take place in Nuremberg, Germany, on February 13-16, 2024.

At this first meeting, were present the representatives from the 7 companies that will be part of the Albanian stand. During the meeting, was made a general presentation of the fair and were discussed the objectives and expectations of the participating companies.

In the following, AIDA will be in constant communication and will organize orientation training for the participating companies to realize a more worthy representation of the Albanian stand at BIOFACH 2024.

REGIONAL CONFERENCE ON COOPERATION AND EMPOWERMENT OF ENTREPRENEURSHIP AND GROWTH OF MICRO, SMALL AND MEDIUM ENTERPRISES



The Albanian Investment Development Agency (AIDA), on November 20, 2023, participated online in the "Regional Conference on Cooperation and Empowerment of Entrepreneurship and Growth of Micro, Small and Medium Enterprises", held in Skopje, North Macedonia.

A two-day conference organized by the Agency for the Promotion of Entrepreneurship in the Republic of North Macedonia aimed to bring together government agencies, academia, and important ecosystem actors from the countries of the Western Balkans, Turkey, and the member states of the European Union, to serve as a starting point for the creation of a regional ecosystem that supports entrepreneurship and promotes innovation, thus serving sustainable economic growth in the region and beyond.

AIDA, PART OF EXPO 2023 EVENT, ORGANIZED BY UN WOMEN ALBANIA



The Expo 2023 event, organized by UN Women Albania, brought together over 70 participants such as women entrepreneurs, private companies, government partners, and business professionals.

Ms. Desarta Rapushaj, Director of the SME and Projects Directorate at AIDA, was part of the "Access to Finance" panel, where she emphasized that access to information is the first step towards access to finance and measures to improve access to finance are considered important for strengthening the competitiveness of women entrepreneurs.

ELECTRONIC COMMERCE TRAINING FOR WOMEN ENTREPRENEURS ORGANIZED BY THE GENDER ALLIANCE FOR DEVELOPMENT CENTER (GADC), IN COOPERATION WITH AIDA



On October 26, 2023, in the premises of AIDA, a training was held on electronic commerce for women entrepreneurs, mainly artisans and women of the hospitality and tourism sectors. The training was organized by the Gender Alliance for Development Center (GADC), in cooperation with AIDA, within the project "Economic Empowerment of Women and gender perspectives in the business value chain".

The opening speech of the training was given by the Executive Director of AIDA, Ms. Laura Plaku (Saro), who greeted the women present and emphasized the potential we have and how e-commerce is a catalyst for economic development, creating countless opportunities for entrepreneurs to reach a wider audience and promote themselves in new markets.

INFORMATION ACTIVITY ON THE MACFRUT 2024 FAIR



The Albanian Investment Development Agency (AIDA) informed the Albanian companies of the fruit-vegetable and medicinal and aromatic plants sector, about the development of the MACFRUT 2024 activity: "Business opportunities in the fruit & vegetable and medicinal and aromatic plants (MAPs) industry, for entrepreneurs Albanian", which was held on November 15, Tirana.

The focus of this event was the presentation of the next edition of the MACFRUT fair, which will take place on May 8-10, 2024, at the Rimini Exhibition Center.

This activity was developed with the participation of all companies that are interested in being part of the next fair and that want to get to know the conditions and criteria of the fair and understand how they can complete their registration by November 8, 2023.

INVITATION FOR EXPRESSIONS OF INTEREST TO PARTICIPATE IN THE MACFRUT FAIR, MAY 8-10, 2024



The Albanian Investment Development Agency (AIDA) is planning to participate for the second time in one of the most important fairs of the fruit-vegetable and aromatic and medicinal plants sector, "MACFRUT 2024", which will take place in Rimini, Italy, on May 8-10, 2024.

The Albanian stand is planned to be represented by a limited number of companies, which must meet some necessary criteria, as well as the company profile, which you can find in the link: <https://aida.gov.al/.../1694-ftese-per-shprehje-interesi...>

AIDA invites all companies that meet the above criteria to send their expression of interest and company profile to the e-mail address: info@aida.gov.al, by the deadline of 15.01.2024.

AIDA'S STAFF PARTICIPATED IN TRAINING ON "MARKET, TRADE AND EXPORT ANALYSIS"



The staff of the Albanian Investment Development Agency (AIDA), along with other participants, took part in the three-day training held on October 17-19, 2023, on the topic "Market, Trade and Export Analysis", in the premises of the Ministry of Agriculture and Rural Development.

This training was organized in the framework of the project for Albania by the International Trade Center (ITC), based in Geneva, which focuses on agribusiness.

The training was focused on the presentation of the platform's analytical tools, with the aim of identifying business opportunities and recognizing the conditions for entering foreign markets. At the end, the participants presented the factsheets they created using the ITC platform.

AIDA CONDUCTS MONITORING VISITS IN THE FRAMEWORK OF THE PROJECT "CAPACITY FOR SUSTAINABLE EMPLOYMENT AND COMPREHENSIVE ECONOMIC GROWTH OF THE CROSS-BORDER REGION OF ALBANIA AND MONTENEGRO"



AIDA, within the framework of the implementation of the project "Skills for Sustainable Employment and Inclusive Economic Growth of Cross-Border Region of Albania and Montenegro.", carried out monitoring visits to the premises of 6 entities in the Municipality of Shkodër and Vau Dejes: Meliha Zyberaj; Gabriel Tour Ltd., Stela Toska, My Nature, Vjollcë Tahiri, Guri i Zi Albania Ltd.

Subjects through the call of the project have offered on-job training for young people and unemployed women, intending to form and increase their professional skills in the tourism and creative economy sectors, as well as adapting them to the demands of the labor market.

AIDA'S STAFF WAS PART OF THE STUDY VISIT TO BERLIN, WITHIN THE FRAMEWORK OF THE PROSEED 2.0 PROJECT



On 16 – 20 October 2023, AIDA's staff was part of the study visit to Berlin, within the framework of the ProSEED 2.0 project, a program financed by the Federal Republic of Germany, implemented by GIZ in Albania in cooperation with the Ministry of Finances and Economy.

The main objective was to strengthen the capacities for designing coherent strategies of structural transformation and relevant measures of different policies in the framework of economic development.

“SKILLS FOR SUSTAINABLE EMPLOYMENT AND INCLUSIVE ECONOMIC GROWTH OF CROSS-BORDER REGION OF ALBANIA AND MONTENEGRO – SKILLS FOR JOBS ALBANIA – MONTENEGRO” PROJECT



Albanian Investment Development Agency (AIDA), in the framework of implementing the “Skills for Sustainable Employment and Inclusive Economic Growth of Cross-Border Region of Albania and Montenegro – Skills for Jobs Albania – Montenegro”, IPA Cross-Border Cooperation Programme Albania - Montenegro 2014-2020 under the Instrument for Pre-Accession Assistance (IPA II), financed by the European Union, invited all interested parties to apply for the provision of professional training courses for national tourist guides for a group of 5 (five) individuals (unemployed youth or women). AIDA, also announced the call for all young people aged 15-29, unemployed, and women who do not have the knowledge and practical skills to become competitive in the labor market in the field of tourism, to apply to be part of the training for national professional tourist guides in the Municipalities of Shkoder, Vau i Dejes and Malesi e Madhe.

QUESTIONNAIRE FOR SMES FOR THE IDENTIFICATION OF INTERNATIONAL FAIRS

The Albanian Investment Development Agency (AIDA) invites all micro, small, and medium enterprises (MSMEs) to fill out the questionnaire for the identification and selection of international fairs for MSMEs, with high interest in participation. The questionnaires were designed specifically for the following sectors: ICT, Agriculture, Agro-processing, Textile, Leather and Footwear sectors.

The purpose of the questionnaire is to identify and select the most effective international fairs and events, which are evaluated with high interest by micro, small, and medium enterprises. The results that this questionnaire will produce will serve as a key factor and reference point for AIDA, in the process of drafting the annual calendar of international events/fairs for 2024. The data collected from this questionnaire is completely confidential and its results will be used only for research purposes.



BUJQËSI



ICT



AGROPËRPUNIM



LEKURË-KËPUCË



TEKSTILE

QUESTIONNAIRE FOR IDENTIFYING THE NEEDS OF COMPANIES FOR GRANTS

The Albanian Investment Development Agency (AIDA) drafted a questionnaire to identify the need for grant funding for micro, small, and medium enterprises (MSMEs).

The results that this questionnaire would provide and inform AIDA to further address funding needs and will be used in the design and planning of grant schemes.



EXECUTIVE DIRECTOR MEETINGS

SIGNING OF THE MEMORANDUM OF UNDERSTANDING BETWEEN AIDA AND THE ITALY - CZECH REPUBLIC CHAMBER OF COMMERCE



In December 2023, the Executive Director of AIDA Mrs. Laura Plaku (Saro), and the Chairman of the Italo-Czech Republic Chamber of Commerce, Mr. Antonio Rotondo, signed the Memorandum of Understanding for Support and Cooperation for the Development of Investments with the aim of direct engagement and cooperation for the realization of projects in strategic sectors, mutual promotion of investment opportunities, sharing of information on trade, business climate, etc.

THE EXECUTIVE DIRECTOR OF AIDA, MS. LAURA PLAKU (SARO), EXTENDED A WARM WELCOME TO THE AMBASSADOR OF SWEDEN, HIS EXCELLENCY MR. NIKLAS STRÖM



On October 23, 2023, the Executive Director of AIDA, Mrs. Laura Plaku, welcomed in an official meeting the Ambassador of Sweden, HE. Mr. Mr. Niklas Ström.

The purpose of this important meeting was to present and comprehensively discuss AIDA's package of services, tailored to meet the requirements of foreign investors, along with an increased emphasis on facilitating export promotion.

THE III SUMMIT OF THE ALBANIAN DIASPORA



On November 23, 2023, as part of the activity of the III Summit of the Albanian Diaspora, the panel "Albanian Diaspora for Sustainable Development" was held. The Executive Director of AIDA, Mrs. Laura Plaku (Saro), who spoke about the initiatives that AIDA has undertaken for the inclusion of the Albanian diaspora as an essential factor in the presentation of our country to foreign investors. Ms. The elder invited all diaspora entrepreneurs to turn to AIDA as a unique one-stop-shop.

THE EXECUTIVE DIRECTOR OF AIDA, MS. LAURA PLAKU (SARO) EXTENDED A WARM WELCOME THE AMBASSADOR OF JAPAN, HIS EXCELLENCY MR. TAKADA MITSUYUKI



The Executive Director of AIDA, Mrs. Laura Plaku (Saro), welcomed in a meeting the Ambassador of Japan in Tirana, SH.T.Z. Mitsuyuki Takada. The meeting took place within the framework of the intensification of cooperation between the two parties. During the meeting, the representatives shared their views on the current presence of Japanese businesses in our country, focusing on the factors that determine their development. The discussion focused on the measures that should be taken to increase the presence of Japanese businesses in Albania.

MS. LAURA PLAKU (SARO), WELCOMED TO A COURTESY MEETING THE DEPUTY AMBASSADOR OF KUWAIT IN TIRANA, THE FIRST SECRETARY FOR POLITICAL AFFAIRS, MR. ADNAN ALGHUNAIM



The Executive Director of AIDA Mrs. Laura Plaku (Saro), welcomed in a courtesy meeting the Deputy Ambassador of Kuwait in Tirana, the First Secretary for Political Affairs, Mr. Adnan Alghunaim. During the meeting, they discussed the good economic relations between the two countries, the opportunities for the promotion of foreign investments, as well as the continuation of the facilitation of trade exchanges, influencing the strengthening of bilateral businesses.

MEETING OF AIDA'S EXECUTIVE DIRECTOR WITH DIRECTORS OF THE INVESTMENT AND TRADE COMMITTEE IN THE AMERICAN CHAMBER



Leaders and members of the Investment and Trade Committee in the American Chamber have met with the Director of AIDA, Mrs. Laura Saro Plaku, to talk about the best ways of institutional cooperation in order to improve the foreign investment climate. In order to promote a cooperation of mutual interest, the Chairman of the Investment Committee, Mr. Adrian Shehu, has promoted the organization of a work plan which will include the experts of both institutions in a long-term relationship.

PUBLICATIONS



Invest in Albania



New perspective on sport



AIDA

Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve

invest in Albania

FOR THE LATEST NEWS ON THE ALBANIAN INVESTMENT DEVELOPMENT AGENCY PLEASE VISIT:

 aida_albania  AIDA - Albanian Investment Development Agency

 info@aida.gov.al  aida.gov.al  +355 (0)42 251 001  investinalbania

 AIDA - Albanian Investment Development Agency